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Coalition
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Sarah Besley
Executive Director



September 30, 2014

TO: Miranda Paster
Acting Division Head
Administrative Services Division
Office of the City Clerk

FROM: Sarah Besley
Executive Director
Sunset & Vine Business Improvement District

A handwritten signature in black ink that reads "Sarah M. Besley".

SUBJECT: 3rd Quarter Report

Pursuant to our agreement with the City of Los Angeles, I am submitting our Third Quarter Report on behalf of the Central Hollywood Coalition Board.

I. Operational Issues

- The annual All Property Owners Meeting was held on August 6, 2014 at Emerson College. This was the second year in a row that the meeting was held jointly with the Hollywood Entertainment District BID. The theme for this year's meeting was: "Exploring the Micro-neighborhoods and Macro-Trends." Approximately 150 people were in attendance.
- The CHC Board took a hiatus from their regularly scheduled meeting in August to attend the All Property Owners Meeting, as mentioned above.
- In July, CHC Board approved the 2013 tax return, prepared by RBZ LLP.
- Two board members, Keith Ragadio and Katie Seymour, resigned due to job changes. As a result there are a total of three board vacancies. The annual call for nominations will commence on October 3rd at which time the board is encouraged to submit their recommendations.

II. Security

- The Joint Security Committee, comprised of representatives from both the Sunset & Vine BID and Hollywood Entertainment District BID, held meetings on July 10th and September 11th, with representatives attending from LAPD and the City Attorney's Office.
- The security committee continued its research on the concept of using adapted parking meters to collect monies for the homeless while discouraging panhandling. For the pilot project – which is a joint effort between the BID and CD-13 – LADOT donated twelve meters and another firm donated the internal workings so the meters can accept credit cards as well as coins. The committee will begin examining potential branding and

marketing strategies in the coming months to make passersby aware of the project and drive donations to the meters.

- Peter Eliasberg, from the ACLU, attended the September Security Committee meeting and gave a presentation on the importance of diverting mentally ill low-level offenders from the jail system to community treatment. The board authorized a letter to be sent to Supervisor Yaroslavsky in support of the plan.
- Staff, in concert with technical consultant Metro Video, continued their efforts to install nine security cameras for LAPD throughout both districts. After several months, staff received liability clearance for the installation of a repeater on a building within the Sunset & Vine BID.

III. Marketing

- Strecker continued to work with the Sunset & Dine Planning Committee to organize this year's event, scheduled on October 2nd. The committee gathered several sponsors and enlisted ten restaurants to participate in the event. Any proceeds that result will benefit The Center at Blessed Sacrament that serves to direct homeless individuals in Hollywood to services and housing.
- Sales are underway for the 2015 Visitors Guide and Map. The new brochure will feature a new cover with the "Only in Hollywood" logo and brand images from the website. The map, which is produced once a year, has been entirely supported by merchant advertising -- without any use of BID funds.

IV. Streetscape & Planning

- The Streetscape and Planning Committee met on July 14th and September 8th. Representatives from CD-13 and the Walk of Fame Historic Trust were in attendance.
- Over the course of several weeks, beginning in mid-May, 48 of the 55 Jacarandas planted on Vine Street, between Sunset and Santa Monica Boulevards, as part of the Green Vine project were vandalized. A suspect was identified in September, however no arrest was made and no further vandalism appeared to have occurred since the last week in June. A number of trees appear to be recovering, but the Streetscape Committee will refrain from planting any new trees until the suspect is apprehended.
- Staff began work on the Hollywood Mobility Summit which aims to educate stakeholders on various initiatives underway and also enlighten property owners on the possibility of improving mobility in Hollywood through alternative forms of transportation. Several speakers are being considered including the former transportation commissioner from New York City, Janette Sadik-Khan and Seleta Reynolds, the new General Manager of LADOT. Staff is aiming to host the seminar in late January.
- Staff continued its research into the purchase of used Big Belly solar compactors from the Historic Filipinotown neighborhood. Through the course of obtaining costs for purchasing,

transporting and refurbishing the compactors, staff learned that city permits would be required and the process could take up to four months and a fee would be required. In an effort to keep the process moving forward, CD-13 agreed to store the compactors until the permits are granted.

- Staff attended the June 17, 2014 meeting addressing the Hollywood Bike Plan. The meeting was intended to lay out some of the issues related to installing proposed bike lanes on Hollywood Boulevard and Vine Street.
- A 30-day notice to vacate the Selma/Cherokee lot, where Clean Street has parked vehicles for 14 years, was issued in September. Staff is appealing to the community for alternative spaces. Lease negotiations continue for the BID's new maintenance headquarters in the retail space at the Cherokee parking lot.

V. Other

- Staff attended a number of special meetings throughout the quarter including: the BID Consortium; CD-13's Community Impact Team; the Neighborhood Prosecutor's community meeting; Walk of Fame Repair Committee; a Tour Operations Summit organized by CD-13; the Mayor's Parking Task Force; and a meeting regarding the Hollywood Promise Zone.
- Governor Brown signed AB2618, the bill which clarifies general and special benefits, as supported by the California BID Alliance.
- Staff organized a meeting with seismologist Dr. Lucy Jones, on July 9th. Owners of concrete buildings were invited to attend and discuss the various policies that the city is considering with respect to concrete building retrofits.
- Staff attended a press conference for the opening of the new FlyAway Shuttle Stop at Hollywood and Argyle on September 3rd.

Summary of Activities

Category	Q2	Year to Date
Arrests	55	271
Radio Calls	285	1,306
Business Contacts	1,599	5,711
Citizen Contacts	1,541	5,528
Homeless Referrals	101	388
Trash Bags/ Tons Removed (approx.)	4,050 bags	8,100 bags
Graffiti Removed (approx.)	1,170 tags	2,340 tags